

Dr MCR HRD Ice breaking session

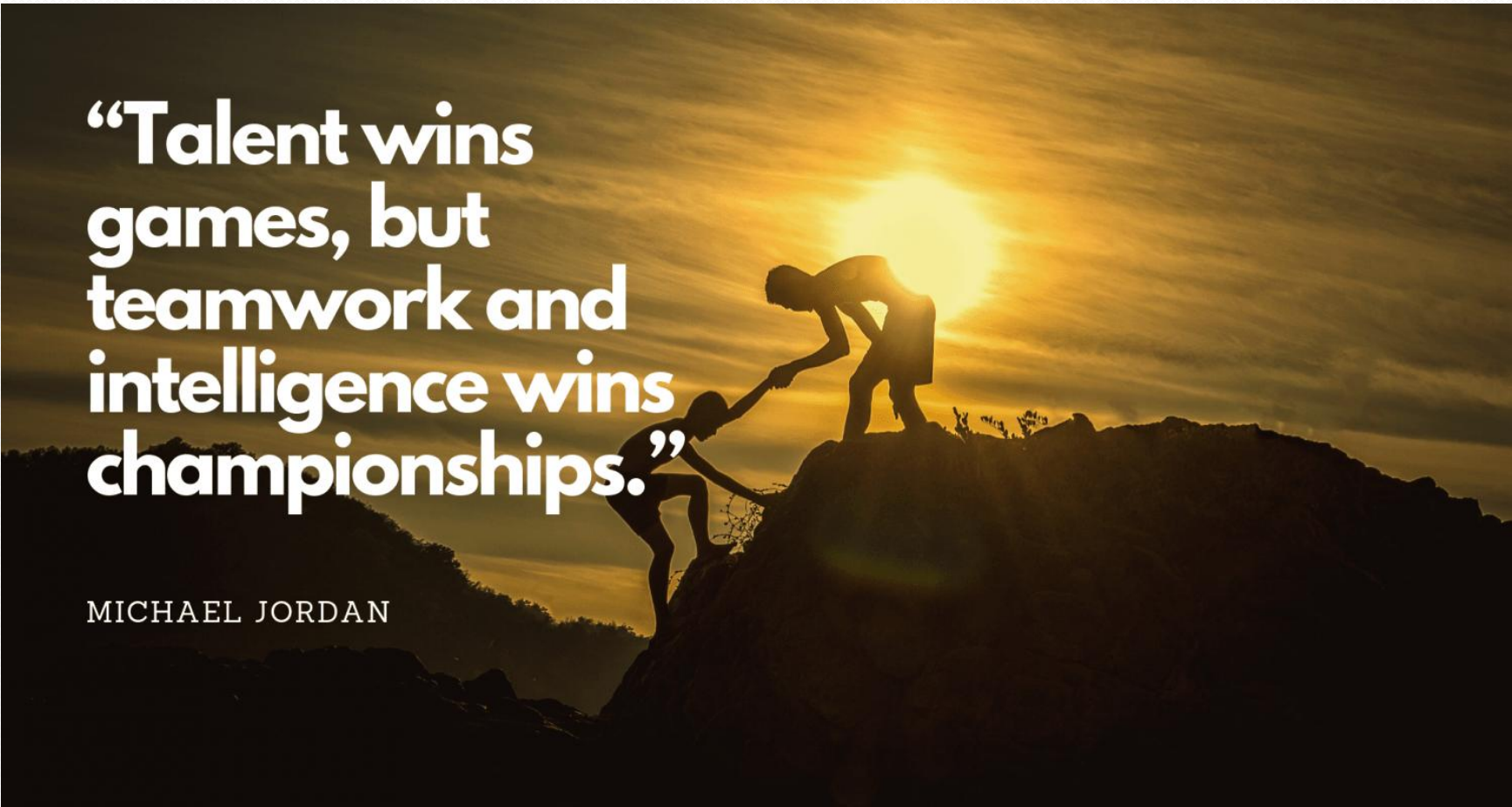
Ramesh Vemuganti
Corporate Trainer , Faculty, Speaker



**Before anything else, preparation
is the key to success.**

Alexander Graham Bell





**“Talent wins
games, but
teamwork and
intelligence wins
championships.”**

MICHAEL JORDAN

- 
- Two most important things you should do for a bright and wonderful future !!

1. Keep Learning !

- From whom – Parents, Teachers, Neighbours, Environment, Observation, Naughty Friends, When you join a company – from boss, colleagues,
- Google, YouTube, WhatsApp,
- One type of learning is not happening ?
- What is that ?

2. Seek Knowledge.

- Seek Knowledge.
- A rich person today means rich in Knowledge, not in assets.
- Go after Knowledge, money will chase you.
- Go after money, future will be ???

Are you an Entrepreneur ?

- 21st Century Skills for Entrepreneurship .
- How to become a 21st Century Entrepreneur ?

Entrepreneurship & Business :

- Both are same ?
- What is the difference ?



- $T \rightarrow I \rightarrow C \rightarrow I \rightarrow A.$

₹1000 கோடி வியாபாரமா!

#businessstrategy



CK RANGANATHAN

MORE VIDEOS

- 
- Business can be a trade, dealership, wholesale, retail, agency, manufacturing, operations.
 - Entrepreneurship is based on offering an Innovative product/ service and starting an enterprise .
 - Many types of Entrepreneurship are there today.



World Today !

- **Innovators & Visionaries will replace Predators & Intimidators.**
- **Independence will be replaced by Inter dependence.**
- **Dramatic shift of World economic power from USA, Japan & Europe towards emerging markets – BRICS, Taiwan , Vietnam, Turkey, Russia, Indonesia – Fast growing economies.**
- **Employees need to become interdependent & assist each other for organizational growth.**

Disruption, the in thing today!

- Technologies, markets, products, systems.
- Uber disrupted taxi industry
- AirBnb disrupted hotel industry
- Amazon disrupted retail industry
- Whatsapp disrupting SMS
- Amazon, Flipkart, Housing.com, Apple, Google, Facebook,,,,,,are racing ahead of giant MNC"s & established companies.

Qualities of an Entrepreneur :

- **Innovative thinking** : Creativity plus action.
- The product or service an Entrepreneur is offering must be Innovative. Only then, it can be diffused into the market & the prospective customer will consider buying it.

Eg ; a Technology which makes ploughing or water sprinkling or sowing seeds or harvesting crop , easier for farmer.



Flexibility : In work culture, approach, resources
constraint, customer demands

**Learning a skill, related to technology, dealing with
employees, Leadership, ensuring team work,**

Adaptability : More external , Different Markets.

**Haldirams started in a small place in Nagpur, went to 43
European nations, Local to Global .**



Professional Selling skills :

- **Even a premier product has to be sold.**
- **Pepsi, LG, Apple, Haldirams, ICICI, others.**
- **Showrooms , Offices, factories, branches, can be set up.**
- **Who will sell ?**
- **Prospective Entrepreneurs need to know Professional Selling skills.**
- **Understand and implement Sales as a Process.**



Entrepreneur

***Somebody who sees a new opportunity
and creates a business to exploit it***

**STRONG BUSINESS
ACUMEN**

**They have strong
people skills**

**TONS OF
COURAGE**

They are open-minded

They are confident

They are disciplined

They are self-starters



They are determined

They are creative

They have passion

They are competitive

DIKTI Link : Primarily Responsible

- **1970 to 2025**
- Daily Bread - 4 to 20
- Small & mid size cars - 3 to 150 models
- TV Channels - 2 to 600 +, OTT, Netflix +, others
- Mobiles - 6 to 100 models
- Smart Homes
- Consumer goods, White Goods, Education,
- Machinery, Corporate Hospitals, Retail, Banking,
- Fitness centers,
- **Plethora of choices –**

Rapid Pace of Technological Change

• Tatas	50 years
• Infosys	15 years
• Haldiram's	10 years
• Swagruha Foods	10 years
• Yahoo	5 years
• Google	3 years
• Facebook	1 year
• Anna Hazare	6 months
• Kolavari Di	4 months
• Indrani/ Beef	1 month

Inculcate Interactive skills

- **Verbal Skills :**
 - Raise your pitch by 10%,
 - Slow down by 20%,
 - Speak with clarity,
 - Think and speak.
- **Listening Skills** – Concentrate on listening, not just hearing in classrooms, sessions, seminars, interviews, others.

- 
- **Reading Skills** – Quick reading.
 - **Writing Skills** – most needed;
 - **One day training session at Microsoft for their fresh Software engineers on writing a good mail, proposals, memos, letters to customers, vendors.**

Body Language !

- EC
- HS
- P
- G
- FE
- WS
- A PBL is most essential for a successful entrepreneur.

Power of Asking !!

- Participation in Meetings, Conferences !
- **Be Active in Guest lectures, Seminars, Meets!!**
- **One participant asks a question, 40 participants/ students doubts will be cleared.**
- Vignan University, Guntur , students coming to Guest house & asking queries .
- Develop interactive ability with every one.
- Talk to the co passenger while traveling !!

Develop Reading Skills!

- Sri PV Narasimha Rao
- 2 hrs in Library daily results in Rs 4 lakhs plus package!
- Reading article in Fortune magazine – 5 questions!
- Read specialized journals in Mktg, Corporate, HR, , ET/BL, Management today, Forbes, Bus Magazines, Online articles, Ref books,
- Top CEO"s & professionals do 1 to 1 ½ hrs reading in night.
- CEO of Startups by age 28 to 32.



Britannia biscuits.



- 
- **“I am a slow walker, but I never walk back.”**
 - **Abraham Lincoln.**

Strong Quantitative skills – A Must

- Understanding & Interpreting tables, graphs, charts, equations . Economic times – last page
- Reading P & L statements, Financial statements, reports, Balance sheets is a must
- Well versed with Big data, Data analysis, Project management, PERT/ CPM, Statistical methods, Forecasting methods, ,,,,,,,

INTER PERSONNEL SKILLS !

- Irrespective of background, language, region, caste, nation, tradition, nationality, gender, race,
- COLLEAGUE, EMPLOYEE, PARTNER, CLIENT, VENDOR, BANKER, ASSOCIATE, STAFF, AGENT, OTHERS.
- HAS A
- Negative attitude, indifferent, emotional, introvert, deceptive, non cooperative, difficult person,
- ***I WILL WORK & ADJUST WITH ANY PERSON :***

Excellent Hygiene levels

- Daily Hygiene .
- Very important for a Global career.
- Candidates not hired in interviews.
- US & European companies reject MILLION \$ DEALS and candidates without sensitivity to hygiene .

Quick Learnability Quotient

- Quick learn quickly – Any system, method, tool , process, technology in Finance, Marketing, Corporate planning. HR, IT, R & D, Operations,
- Very high level of Inquisitiveness
- Extensive Curiosity about things around
- Quick Learners are Immediate Winners!!

Develop Digital skills !

- Two classmates, Anil & Sunil, start their own firms.
- One uses Technology, other does not use much.
- After 1 year, both firms turnovers are same Rs 1 crore.
- After 3 years, Anils's turnover will be Rs 5 crores,
- Sunil will do Rs 1.3 crores.
- Power of Digital era.
- Email , Whatsapp, Social media, Digital marketing,,,,,

Imbibe Management Skills !

- Management knowledge can take you to all parts of the World.
- Functional areas
- Organization, Structure, Strategy, Process
- Economics, HR, Sales, Finance, SCM, Entrepreneurship, others

"I knew that if I failed I wouldn't regret that, but I knew the one thing I might regret is not trying."

Jeff Bezos

Amazon founder & CEO



Exercise !!

- Entrepreneur & Manager – What are the differences ?

Distinction between Entrepreneur & Manager !!

- Manager :
- Structured ,
- Avoids risk,
- Systems & Process,
- Organized, Authority,
- Organization & Hierarchy.
- Planning, Reviewing, Controlling, Innovating, Strategy,
- Decision making, Delegation.

- 
- Keeps working on a Strategy to achieve Goals & Targets.
 - Leading & Motivating teams & Leadership skills.
 - Reward is Salary

Entrepreneur :

- Capability of dealing with series of difficult situations & challenges.
- Learn necessary skills for a task on hand
- Well developed Problem solving skills.
- Does not expect easy solutions
- Multi tasking.
- Facing failures & setbacks in a composed way.
- Risk taker, Not Structured, Systems & Process, Not always Organized, Responsibility,
- Reward is Profits.

- 
- Not keen to Delegate
 - Centralized & an Ego.
 - Some entrepreneurs, more Professional & in tune with the times.

EI - Emotional Intelligence & High Performance.

- Emotionally Intelligent persons are,
- Masters at managing their emotions
- Ability to stay Calm in difficult situations
- Good listeners
- Caring & considerate.
- Know what to say & how to say without upsetting the other person
- EI can be learnt & developed
- Take criticism positively for improvement.
- Entrepreneurs should possess high Emotional Intelligence to succeed in business & enterprise.

Entrepreneurial Competencies !

An Entrepreneur should have ,

- High Capability.
- Risk taking ability
- Manage Uncertainty
- Perseverance
- Expertize & Knowledge
- Updated – Read newspapers, others, online .
- Lead and motivate team members.
- Information seeking

Today, Fast defeats Slow !!!

- Be quick in
- Learning a new system, subject, technology, tool, procedure,
- Implement what you learnt immediately & benefit.

Integrity – No 1 trait, Most needed!!!

- Entrepreneurs start companies, firms, take bank loans, scams, etc.
- People trust Entrepreneurs with Integrity, do business, give orders, associate.
- Good values – Honesty, Transparency,
- Discipline in Time, Word, Commitment
- Good Character.
- Walk the talk.

Never be late or delay others!!

- **Be 20 minutes before for all interviews, meetings, in all places.**
- **High achievers & people with huge potential have lost out by getting late everywhere!!**
- **10 AM and 11 AM. Know the difference**

- 
- Think Entrepreneurship
as a
Way of life;

Develop Adaptability !!

- To the organization culture, systems, policy, boss, colleagues, people, environs, place, food, country,,,,
- A Global Indian is successful !
- **Indra Nooyi., Satya Nadella, Sunder Pichai, Pandit, Warrior,.. Most of the top 100 MNC”s have Indian CEO”s.**
- **Try to learn to be flexible & adaptable with classmates in classrooms, hostels, group presentations, projects, internships, canteens, others.**

PMA - Positive Mental Attitude

- Napoleon Hill transformed America in 1930's
- Under all circumstances
- Cheerful
- Energetic
- Industrious
- Pleasant
- **Your Attitude determines Altitude, not the Aptitude.**

Trust – Always maintain.

- Honest, Dependable & Reliable
- Be smart in your academics, learning, work, not over smart
- High premium by IBM, GE, Wipro, Infosys, Tatas, Birlas, all top MNC & Indian organizations.
- Top Management confidence is based on Trust when dealing with senior employees.

Develop a Global outlook !

- Covid 19 made the World as one market.
- Excel in drawing the World map.
- How many can draw ? **An Exercise !**
- Watch CNN News, BBC, follow the events – Geo political climate, Ongoing wars, Syria refugees issue, N Korea , W Asia, China, India's rise, neighbours countries .
- Learn 2 languages – English, Spanish, Chinese, German, Russian, Japanese, others.
- My trip to Mexico – Spanish language.

Think Global & Prepare for a Global career!

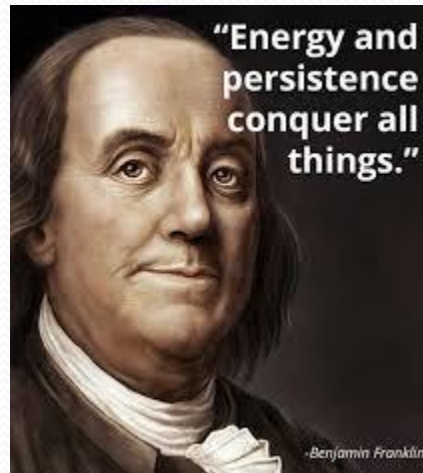
- Global Indian has arrived & successful
- India – 8 metros, 40 one million cities, 70 countries,
- BRICS, Thailand, Vietnam, Indonesia, 24 out of 39 African countries,
- Turkey – 10% of air coolers/ appliances market in Europe. Vietnam exports.
- Microsoft, IBM, most MNC”s dominated by Indians.
- Telugus – one of the largest community in IT
- Cyprus , experience in Europe,,,,

Entrepreneurs quickly adopt, move !



Dangerous Attractions! Control!

- Movies
- Teleserials
- Cricket, SMS
- Facebook, Social media
- Mobile
- What's App
- Recent study revealed that MBA/PGDM students were getting on an average 18% lower packages during last 2 years.
- Thanks to the above DA!!!



Never Compare with Others !

- Never Compare & have a Complex about classmates, batchmates, colleagues, siblings, cousins,,,,,,,,
- Be competitive with one self.
- Always – How can I improve
- How do I become better
- How to avoid the same mistakes
- Cope up with several subjects, assignments, cases, classes, seminars, presentations.

Read a Management book every week :

- Execution by Ramcharan,
- Law of Success by Napoleon Hill,
- Making Friends , Motivation by Dale Carnegie, Antony Robbins,
- Peter Drucker – Effective Executive & few others.
- Thomas Friedmann – The World is flat.
- Gary Hamel, Chetan Bhagat, Markus Buckingham,
- Don Tapscott on New economy, Next gen , learning,,,



READ MORE

Knowledge is power.

lukeprog.com

Reading Business Newspaper - Prerequisite

- Economic Times, Business Line,,,,
- Top B schools do not allow MBA/ PGDM to attend the class without reading the daily newspaper.
- Magazines – Forbes, Management Today, Time, Business India, Wall Street Journal, others.

Go Digital, Go Global.

- Build expertise in Social media skills
- Whatsapp, Facebook, You tube ,Instagram, other Social media
- for
- Doing business, get orders, repeat orders, have agents,
- Expand business.

Stick to a Daily Schedule !!

- **BE ENGAGED : 16 HOURS PER DAY**
- Prepare a 6 am to 10 pm schedule
- Develop Global thinking to become a Global Entrepreneur.
- Building a Career is in our hands.
- Reading – Offline & Online .
- Online digital small screens. Short sight. 20 20 20 .
- Discussion on the daily business news, economy, new sectors, emerging markets, Mgt practices, BRICS, USA, Europe, M & A, Fin markets, India & China, .
- 2 hrs in Library on Specialized journals & reference books.
- Online games, candy crush, TV serials, – 2 hrs per day

A Manager & Quantitative tools

- Reading & Interpreting – All Graphs,
- Growth Curves, Income/ Sales/ Employees performance, turnover, etc
- Trend Curves - Spending Patterns
- Mean , Mode, Median, Standard deviation,
- Excel in Excel – Data / Information of Sales, HR, Production, R & D, QC, IT – Preparing, formatting, presenting, analyzing, conclusions for Decision making

I wake up every

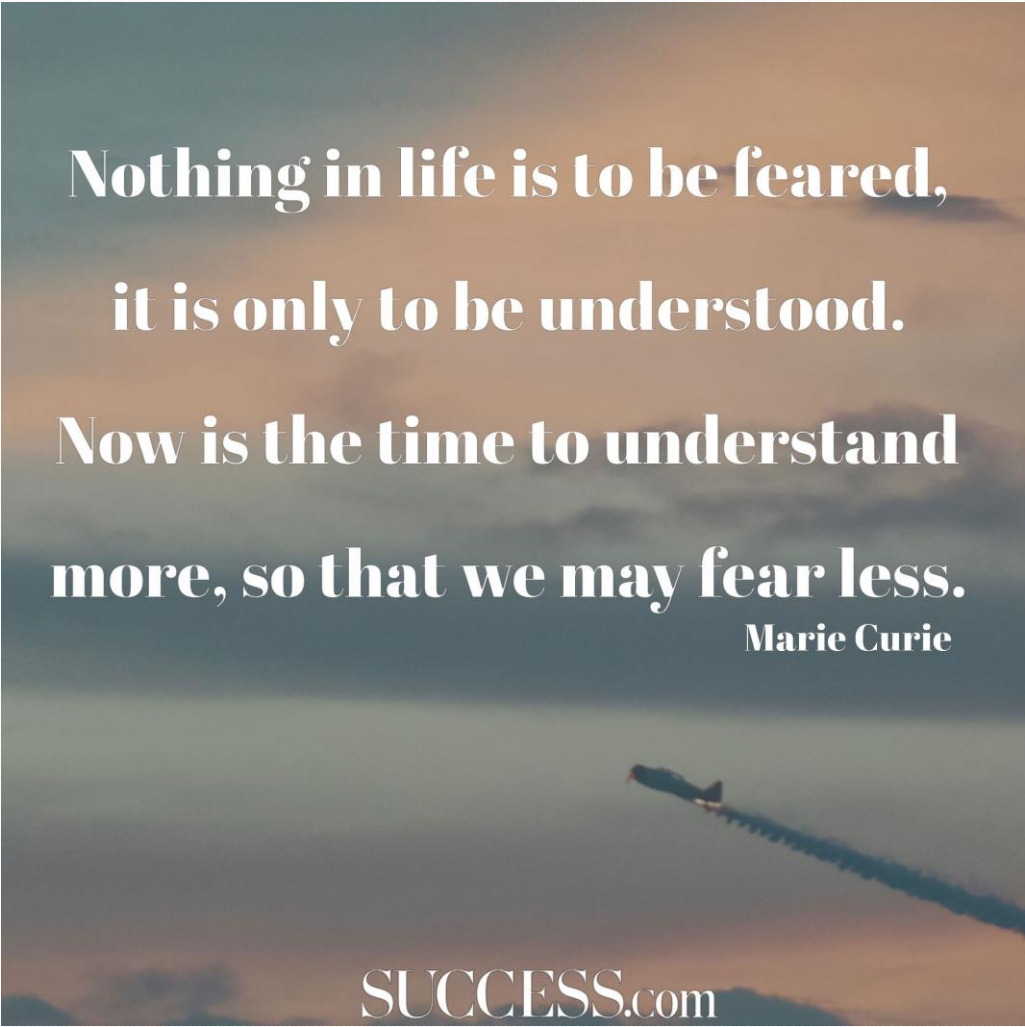


**morning and think to
myself, 'How far can
I push the company
forward in the next
24 hours.'**

*Leah Busque, Founder and
CEO, TaskRabbit.*



- 
- Have No fear. Keep going.



**Nothing in life is to be feared,
it is only to be understood.
Now is the time to understand
more, so that we may fear less.**

Marie Curie

SUCCESS.com

- 
- Facebook “ Ramesh Vemuganti”
 - Google for more info.
 - Mail to consultingchanakya@gmail.com.
 - Mob – 9849590511.